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1956 SEASON

COKER'S PEDIGREED TOBACCO SEED

1955 BREEDER'S REGISTERED SEED

Coker 139 tobacco on our farms in Hartsville. Shown in photo, Dr. C. Hoyt Rogers, Pathologist in charge of Tobacco Breeding and Production.



COKER'S PEDIGREED SEED COMPANY

Hartsville

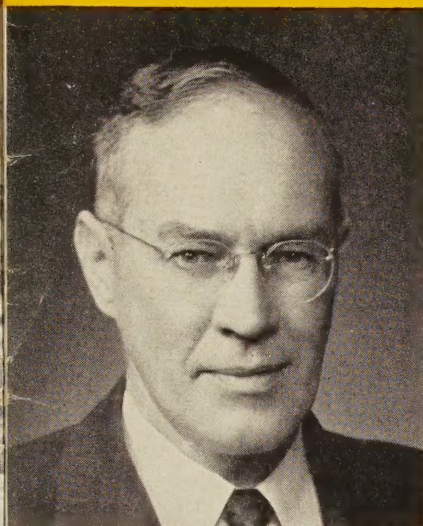


South Carolina

The South's Foremost Seed Breeders



TO OUR FRIENDS OF THE FLUE-CUED AREA



ROBERT R. COKER, D.Sc.
President

During the more than fifty years that our company has been engaged in scientific seed breeding, we have never introduced a variety of any crop which has surpassed our Coker 139 tobacco in outstanding performance, or has met with such immediate and widespread acceptance. The records of yields made, dollar return per acre, disease resistance, and ease of curing and handling are unprecedented in our more than a quarter of a century of tobacco production and breeding.

Bred for Combination Desirable Qualities

Our Coker 139 and Coker 140 tobaccos were bred in accordance with the established demand for silky, rich lemon leaf of good texture. They were bred for ease of curing and coloring, for top yield,

high degree of disease resistance, relatively low nicotine and moderately high sugar content, and low suckering index. How well our breeders achieved these objectives is well known throughout the length and breadth of the flue-cured area.

Widespread Testing Program

We prepared the way for the introduction of our Coker 139 and Coker 140 varieties through a widespread, intensive testing program which we ourselves conducted in a number of areas in Virginia, North Carolina and South Carolina to satisfy ourselves as to the performance under varying soil, climatic and disease conditions. In addition, our new tobaccos were included in experiment station variety tests in these three states, and Coker 139 led all these tests by a wide margin in pounds, price per pound, and dollars per acre.

Samples Analyzed by Tobacco Companies

For several years now we have had a cooperative testing program with tobacco manufacturing companies, and annually we submit samples of cured leaf of all of our promising experimental lines and standard varieties to them for chemical analysis. According to all company research reports sent to us on the samples we submitted for chemical analysis, both Coker 139 and Coker 140 were fully acceptable for manufacturing purposes.

Unprecedented Yields and Net Returns

It is a source of genuine satisfaction to us that our new varieties, during the first year of their release, have produced unprecedented yields and quality, and have added millions of dollars to the income of the tobacco growers of the flue-cured belts.

Sincerely,

Robert R. Coker
President

OPPOSITE PAGE—The vigorous growing characteristics of Coker 139, the big broad leaves and close leaf spacing are outstanding features of this variety. Here Robert R. Coker, President of Coker's Pedigreed Seed Company, examines a plant of Coker 139 on our Hartsville farms.

RIGHT—Mr. Benton Dargan, prominent Darlington County, South Carolina, farmer, proudly displaying a leaf of Coker 140.

Since our objective in tobacco breeding is the development of new varieties that will bring to you the greatest returns, we expend every effort to combine the right combination of characteristics that will result in more improved tobaccos. The many diseases that affect tobacco necessitates the incorporation of resistance along with good production and quality characters to insure you of the best possible performance.

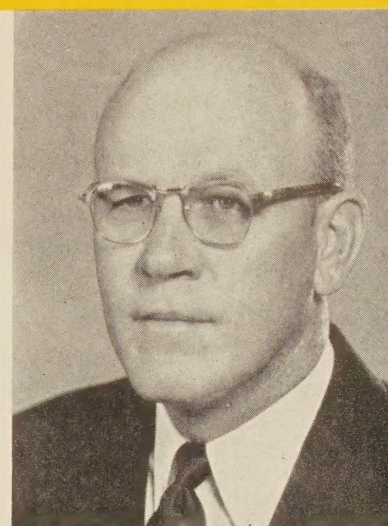
Last season we released two new disease resistant varieties, Coker 139 and Coker 140. These varieties have resistance to both black shank and Granville wilt and have been outstanding in yield and dollar value. Practically every grower of these varieties in the past season has reported a higher money value than he has ever had before.

In our breeding work we have hundreds of lines, many of which are not only resistant to diseases but produce cured leaves of varying qualities such as low to high nicotine content, low to heavy bodied, and light to dark color. The tobaccos that we have released from time to time have been those that are not only adapted to a wide range of growing conditions but have produced the type of leaf in highest demand and that sells for the highest dollar. Different grades of tobacco can be produced from the same variety by differences in handling and management of the crop. In our extensive program we evaluate and test new lines in plots throughout the flue-cured district. In this way we are constantly bringing to you, as soon as possible, the newest in tobacco developments that will give you increased benefits and returns.

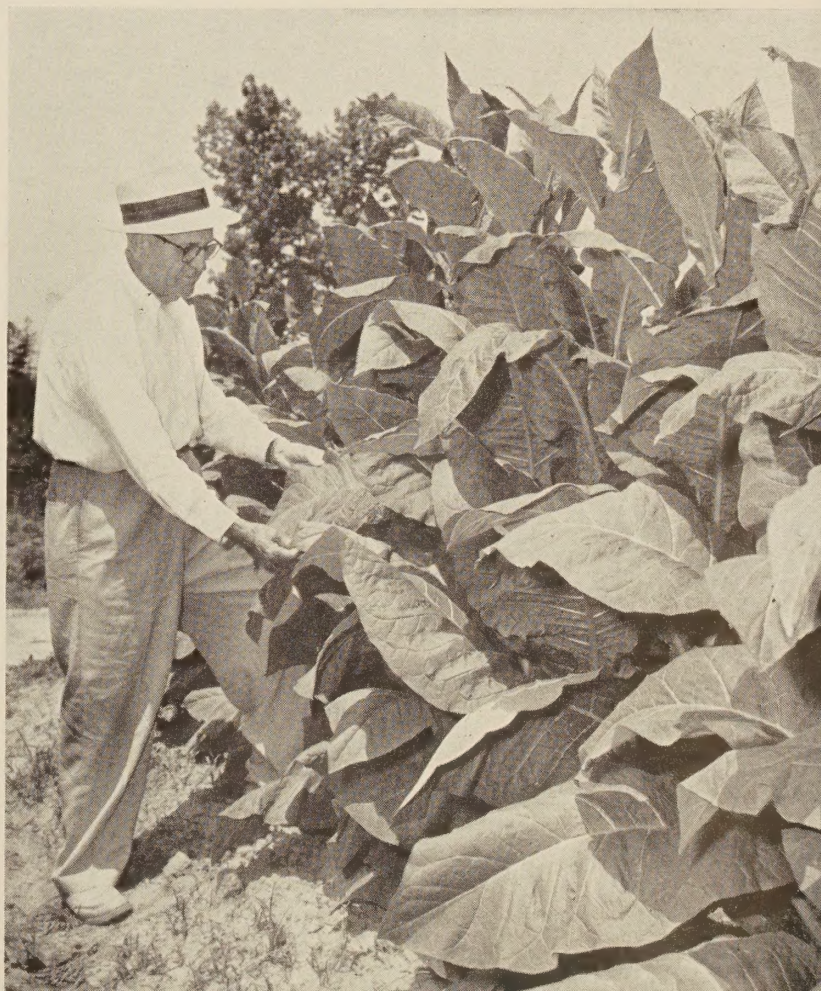
Sincerely,

C. H. Rogers

Pathologist in charge
Tobacco Breeding and Production



C. HOYT ROGERS, Ph.D.
Plant Pathologist



COKER 139

1955 BREEDER'S REGISTERED SEED

A new, improved strain of Coker 139 with high resistance to black shank combined with high yields, high quality, ease of growing and curing.

The Coker 139 variety of tobacco is a hybrid resulting from a multiple cross that incorporates good resistance to some of the major diseases and at the same time has very good agronomic and quality characteristics. Some of the outstanding characteristics are high yield, ease of curing to good quality, low breakage index, compact type, and good storm resistance. The leaves are broad and are spaced rather close together so that 30 leaves should be produced on a plant not over 5 feet high under average conditions. This variety was bred and tested on the most severely black shank infested soil that we were able to locate. **Our new strain of Coker 139 which we offer you for the 1956 planting season was grown from the seed of individually bagged plants selected on the basis of disease resistance, performance, profit per acre and manufacturing quality. It is a combination of five outstanding lines which, in our 1955 tests, showed a higher average price per pound and a higher money value per acre than the original Coker 139 released for planting this past season.**

DISEASE RESISTANCE

This variety is highly resistant to black shank and Granville wilt. We have lost very few plants in our black shank plots throughout the Carolinas and Virginia, as well as few or no plants in the Granville wilt testing nurseries in both North Carolina and South Carolina. It has shown high resistance regardless of where grown. Our plots extend from the Border Belt of North and South Carolina throughout the Old Belt of North Carolina and Virginia. Although nematodes are present to a large extent in these nurseries and test areas, and such organisms contribute to higher infection, we have still experienced little loss from black shank. We have had no complaints of loss by black shank from any of the thousands of farmers who grew this variety in 1955. We had a few reports from the Border Belt where Fusarium wilt was doing damage to Coker 139. In most cases, however, the growers reported that the tobacco recovered from early infection and produced a very good crop. Where soil is severely infested with this disease and where heavy losses were experienced by other varieties, it might be well to plant a resistant variety such as Golden Wilt in these areas.

YIELD AND QUALITY

Coker 139 has produced exceptionally high yields over all the flue-cured areas, regardless of whether soil is infested with disease or not. Compared to most other varieties it is late blooming and produces fewer suckers under average growing conditions than any other varieties generally grown. It is comparatively low in nicotine and

about average in other constituents that play the major role in smoking quality. All who have grown this tobacco report that it is unusually tough, resulting in low breakage in the field and around the curing barn at harvest time.

EASE OF CURING

Practically everyone that grew Coker 139 in 1955 reported that it was the easiest tobacco to cure of any variety that they had ever grown. Although the leaf may be easily cured even if harvested a little green or over-ripe, it is much better to let the tobacco become fully ripe before harvesting. This variety can be grown on heavier soils than most other varieties and still be cured to a desirable color and quality.

CHARACTERISTICS

Disease Resistance—High resistance to black shank and Granville wilt. Not resistant to Fusarium wilt.

Curing—Easy to cure to a desirable color somewhat like Golden Cure parent.

Plant type—Compact with leaves rather closely spaced on the stem averaging about two inches apart. Should produce around 30 leaves on five foot high plant.

Leaf—Broad, medium body on average soil. Not brittle and with low breakage in handling the green leaf.

Stalk and Root—Stem medium large with good root system contributing to good storm resistance and good feeding characteristics.

Bloom—Rather late blooming and does not bloom early under abnormally cold, dry or hot weather conditions.

Yield—Highest yields, continues to lead all varieties in our tests.

Quality—High quality leaf as indicated by average per-pound price.

Adaptability—Unusual adaptability to a wide range of soil and climatic conditions. Highest yields produced on both diseased and disease free soil.

PRICE: \$5.00 per ounce, postpaid.

IMPORTANT NOTE

Although Coker 139 was bred on soils severely infested with black shank and has shown high resistance on such soils in all locations tested we cannot guarantee performance since it is possible that new strains of disease or combination of conditions might occur so as to affect tolerance or resistance.

OPPOSITE PAGE (Above)—Mr. George Springs of Loris smiles broadly in his 1955 crop of Coker 139 from which he made 2986 pounds per acre and \$1750.99 per acre.

BELOW—Coker 139 growers throughout the flue-cured belts reported more dollars per acre from this variety. Many reports reaching us told of up to \$500 more per acre for their Coker 139. This is a market scene in the Farmers and Palmetto warehouse, Timmons ville, S. C. Row being auctioned is Coker 139.



COKER 139 WRITES NEW CHAPTER IN

During the 1955 season, the performance of Coker 139 has met with enthusiastic favor on the part of tobacco growers. Throughout the flue-cured area, from Virginia to Florida, the story has been the same—Coker 139 has produced greater yields and more

MOST TOBACCO

"The most tobacco I have ever made with less labor and trouble. 2570 pounds per acre which was 600 to 800 pounds more than from another variety planted. My Coker 139 sold for more than \$1200 per acre."—*Clyde Webb, Hahira, Ga.*

EASIEST TO CURE

"I made \$1734.50 per acre with Coker 139 and 2970 pounds per acre. It is the easiest tobacco to cure I have ever tried."—*E. P. Kirby, Cades, S. C.*

VERY UNIFORM

"Several barns we did not grade. Just tied it up. Got top price."—*J. Fred Parrott, Scranton, S. C.*

From the Hartsville, S.C. Messenger

Farms & Folks

October 13, 1955

By J. M. Eleazer

Clemson Extension Information Specialist



Coker 139 Tobacco

Farmers everywhere I've been in our tobacco area like that new tobacco, Coker 139.

Look at our state average yield this year, the highest on record. True, it was a pretty good tobacco year, but that high yielding variety of quality leaf accounted for a lot of that.

Our tobacco specialist, J. M. Lewis, observed it closely on many farms, as he had done for past seasons at Coker's place and at our Pee Dee Experiment Station, where it was thoroughly tested out before being generally planted for the first time the past summer. He tells me it is a very good variety of tobacco, tending to make a heavy yield of easy-curing quality tobacco.

I asked County Agent Bowen of Sumter about it there. He said, "Coker 139 will be planted almost 100 per cent in Sumter county next year." And he went on to say it suckered less, leaves are closer together, it has more of 'em, cures easier, sells well, and has more quality all the way from the lugs up to the tips.

Over in the tobacco empire of Horry I asked County Agent Johnston about it. He said they

liked it a lot, "It makes so many more pounds". I asked him if they'd have some ton yields. He said, "What you talking about, man, we'll have many yields pushing a ton and a half per acre, and I'm confident a few will reach that figure." And he pointed out, "It's good from top to bottom," which is not true of the common sorts.

Then in Georgetown, County Agent McCord said: "Coker 139 tobacco is wonderful to grow and cure. Our growers will plant mostly it next year."

Thus the plodding plant breeder brings forth better sorts. The experiment station tests 'em out. And the county agent demonstrated and observes them in the field.

Ceramics

Ceramics has to do with making things of clays, etc. South Carolina is not rich in most minerals. But in clays we are well off. In fact, some of the world's finest clay deposits are found in the Aiken area. They have been mined extensively for years, and great quantities of the clay shipped to the far places for manufacture and use.

Clemson now has an up-to-date Ceramics Department under Professor Gilbert C. Robinson.

R. M. GILLIE
WHOLESALE
SEED MERCHANTS
REIDSVILLE, N. C.

September 19, 1955

Coker's Pedigreed Seed Co.
Hartsville, S. C.

Gentlemen:

We would like to list below the results of a survey we have made of many of those who planted Coker's 139 and 140.

1. Bigger yields than any other variety.
2. More resistant to hail and windstorms.
3. Easier to cure.
4. More resistant to the elements of weather, stays longer on the hill.
5. Brings higher prices on market - very few instances where Stabilization Corp. took more than one pile in lot.
6. We have yet to find one customer who does not intend to plant it next year.

In our opinion, these varieties have contributed more to the economic welfare of Rockingham County than any other factor. We are proud to have had a part in it.

Sincerely,

R. M. Gillie
By Sanford K. Gillie
R. M. Gillie

LIKES EVERYTHING

"I can make more tobacco with Coker 139 than any variety I have ever grown, and I like everything about it."—*William L. Collins, Marion, S. C.*

BEST CURING TOBACCO

"Coker 139 is the best curing tobacco I have ever grown. \$1414.21 per acre; 2506 pounds per acre."—*Wyatt Keels, Lynchburg, S. C.*

FAR AHEAD

"Coker 139 is so far ahead of anything I've ever grown that I can't make comparison. This year I had to buy 7000 new sticks for less acreage than last year."—*C. H. Mosely, South Hill, Va.*

HIGHEST MONEY

"I consider Coker 139 the best tobacco I have ever grown. This year I made 2218 pounds per acre which sold for \$1257.75 per acre. This was the most pounds and the highest money value I have ever made."—*J. A. Taylor, Bennettsville, S. C.*

MAKES MORE MONEY

"I made \$1323.65 with my Coker 139. This was \$120 more per acre than I made with another variety in 1954."—*H. B. Weaver, Hahira, Ga.*

HISTORY OF TOBACCO PRODUCTION

uniform grades, has been the easiest to grow and cure, and has made more dollars per acre than any variety ever offered to flue-cured growers. We have received hundreds of verbal and written reports attesting to the general excellence of this new variety.

Dr. C. H. ROGERS, right, breeder of Coker 139, congratulates Gilbert Enzor of Fair Bluff, N. C. for producing 2831 pounds per acre of Coker 139 on 4.8 acres. Mr. Enzor sold his crop for \$1775.63 per acre at an average of 62.7 cents per pound. His Coker 139 made \$500 more per acre than a competing variety on his farm.



BEST VARIETY

"If we had no black shank, I would still plant Coker 139. I like it . . . the best of any variety I ever planted."
—G. Willie Lee, Willow Springs, N. C.

SOLD ON IT

"I made 2608 pounds per acre which was 800 pounds per acre more than any other variety in 24 years. It sold for \$1430.55 per acre. I am sold 100 per cent on Coker 139 for 1956."—Raymond E. L. Bass, Chadbourn, N. C.

3000 POUNDS PER ACRE

"My Coker 139 produced 3000 pounds per acre which was three times as much produced with other varieties. I averaged around 50 cents per pound. It is the best tobacco I have ever grown."—C. H. Laney, Cheraw, S. C.

THE BEST TOBACCO

"Without a doubt, the best tobacco I have ever grown."—T. W. Bobbitt, Enfield, N. C.

BEST ALL-ROUND TOBACCO

"Coker 139 is the best all-round tobacco I have ever grown. 2,070 pounds per acre; \$1,097 per acre as compared with \$750 with other varieties."—J. H. Williams, Lee, Fla.

EASIEST TO CURE

"Coker 139 is the easiest to cure, grows fewer suckers, and has the most uniform grades of any tobacco I have ever planted."—George DuBose, High Springs, Fla.

MAKES MORE MONEY

"I have grown tobacco for 24 years and made more money this year with Coker 139 than I have ever made."
—J. W. Hogan, Alapaha, Ga.

From the Charleston News & Courier, 9/18/51
The Farmer From Quietude

New Tobacco Found To Be All And More Than Claimed

By O. L. WARR
A Special Writer

Last summer and fall we in this section began to hear of a new seed of tobacco out of Hartsville. The stories about it seemed almost too good to be true.

Usually if a seed breeder can make even a light advance at one time over prevailing varieties he has just cause to congratulate himself. Big single steps forward are few and far between.

It was general knowledge that tobaccos bred with resistance to blackshank had theretofore been markedly inferior to varieties carrying no such resistance. Now it was claimed that one had been found that was not only resistant to that dread disease, but that was superior in other qualities to the favorite varieties that were susceptible to it.

Well, I had never seen any of it grown under practical everyday farm conditions. I knew that many of the old varieties were mighty good. So I followed the old precept that I try to keep in the back of my mind:

"Be not the first by whom the new is tried, Nor yet the last to lay the old aside."

I didn't plant any of the new wonder seed, that was called 139. We did wind up setting out one crop of four acres of it off a neighbor's plantbed when our own plants were retarded by overmuch irrigation.

Watched Seed Performance In Fields

This summer I watched its performance in the fields, in the barns, and at the markets. I withdrew all my hesitant doubts. It is everything that was claimed for it. I would account its development the biggest single forward step in seed breeding that I have ever seen, with the possible exception of hybrid corn.

Its root system is astonishingly healthy. It sets more leaves than other varieties. It grows fewer suckers than most. The like of the way that it cures I have never seen before. If one will not cure it green it is almost impossible to cure it wrong. I have seen whole barns of it this summer that needed no grading at all.

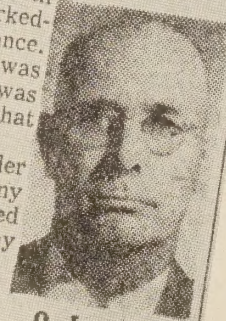
The seasons this year were mighty favorable to tobacco. Every variety produced record yields. But this one produced poundages that were fabulous, hitherto almost undreamed of. To its widespread planting is due in part a jump to a state average yield of about 1700 pounds an acre, and the resulting necessity for further drastic acreage cuts.

Is there no single fly in the ointment? Well, one. The buying companies did not buy it as freely as might have been expected, considering its color, its thinness, its claimed low nicotine content.

Storing, Smoking Qualities Checked

It is rumored that they are checking further its storage and smoking qualities. I doubt that they need bother. Next year, unless I miss my guess, they will have the opportunity of buying mighty little of any other kind.

True, it is a little different. Its texture tends to be smooth, like the palm of a hand, while other tobaccos are grainier, like the skin on the back of that same hand. Pretty as it is, it does leave me with a slight feeling of "But is it really tobacco?" But it is so far ahead of all other varieties in ease of handling and in poundage and dollar returns that they cannot hold a candle to it. I herewith doff my hat to its developer.



O. L. WARR

COKER 139 EASY TOBACCO

Growers of Coker 139 have found that this variety meets the requirements for a tobacco that is exceptionally easy to grow and easy to cure, and that these characteristics, combined with high yields, high



TOP—A. B. Gardner and W. A. Wiggins (partially hidden by tobacco), Wilson, N. C., "We are delighted with Coker 139."

BOTTOM—M. R. Jackson, Manning, S. C., "Highly pleased with yield, curing and grade of Coker 139"; 2367 pounds per acre, \$1202.71 per acre.

TOP—Twenty-one hundred pounds of Coker 139 per acre was made by Ralph Green of Creedmore, N. C., shown above. His crop, without ground primings, sold for \$1200 per acre.

BOTTOM—O. E. Futch, Nashville, Ga., 2461 pounds per acre, \$1406 per acre. "A mighty good tobacco if you will let it get ripe before gathering."

TO GROW AND EASY TO CURE

quality and disease resistance, put it in a class by itself. Below are 1955 field pictures of Coker 139 illustrating the outstanding growth characteristics of this variety.



TOP—Tom Ham, Darlington, S. C., 2948 pounds of Coker 139 per acre for \$1637.07 per acre.

BOTTOM—Garland Burnett, Raleigh, N. C. "Far superior to other varieties planted. I am well pleased with yield and money returns."

TOP—W. A. Henson, Moultrie, Ga., 2587 pounds per acre, \$1470 per acre. "I think there is a possibility of making \$2000 per acre with Coker 139."

BOTTOM—R. Fleetwood Epps, Lake City, S. C., 2000 pounds per acre on 5 acres of Coker 139, which sold for \$1100 per acre.

COKER 140

1955 BREEDER'S REGISTERED SEED

A high quality, black shank resistant tobacco that has met with favor among flue-cured growers for its high yields, ease of curing and excellent growth habits

Coker 140 was selected from the same cross as Coker 139 and is a sister line to this variety. It was also bred and re-selected on black shank infested soil. It grows somewhat taller than Coker 139, about like Golden Cure or Golden Harvest. In some tests it has produced a more orange colored leaf than Coker 139. Results have been good in all of the flue-cured belts. The new strain, or 1956 season seed, is a combination of the two highest producing lines.

DISEASE RESISTANCE

Although Coker 140 has relatively high black shank resistance, as compared to other resistant varieties that are commonly grown, it does not have as high a resistance as Coker 139. It has fair tolerance to the Granville wilt

IMPORTANT NOTE

Although Coker 140 was bred on soils severely infested with black shank and has shown high resistance on such soils in all locations tested we cannot guarantee performance since it is possible that new strains of disease or combination of conditions might occur so as to affect tolerance or resistance.

disease but is not necessarily recommended where soils are known to be severely infested with this disease.

YIELD AND QUALITY

In our tests Coker 140 continues to be outstanding in yield and quality, being surpassed only by Coker 139. The leaf is easily cured to a rich color and has comparatively

low nicotine and a good average level of other chemical constituents.

EASE OF CURING

The Coker 140, also, has a rather wide tolerance in handling and curing. It does not break easily in harvesting and processing the green leaf. Like Coker 139 it is easily cured to a uniform color when properly harvested and handled. It is also adapted to a wide range of soil types and growing conditions. It may be grown on medium heavy soils and still produce good quality, easily cured leaf.

CHARACTERISTICS

Disease Resistance—Moderate to high resistance to black shank and Granville wilt. Not resistant to Fusarium wilt.

Curing—Very easy to cure to a good rich color.

Plant type—Grows something like Golden Harvest, Golden Cure, or 402 varieties. Medium tall with leaves well spaced on stem.

Leaf—Broad leaf type, does not break easy in harvesting and handling around the curing barn.

Stalk and Root—About average height with leaves spaced about average distance apart on stalk. Good root system providing adequate anchorage and feeding characteristics.

Yield—High yields, second only to Coker 139 in our tests covering about 30 varieties.

Quality—High quality leaf.

Adaptability—Adapted to a wide range of soil and other growing conditions throughout the flue-cured district.

PRICE: \$5.00 per ounce, postpaid.

LEFT—Coker 140 on our Hartsville farms. Shown in photo, George Parker, one of our farm managers. Coker 140 is a sister line to Coker 139, having been selected out of the same cross.





On 12½ acres of Coker 140, W. Ira Epps, well known and successful farmer of Kingstree, S. C., produced 2,176 pounds per acre which sold for \$1126.63 per acre. Mr. Epps found Coker 140 to cure better, sucker less and cure the easiest of any variety he had planted.

Growers Pleased With Coker 140

WELL PLEASED

"I am very well pleased with Coker 140 in every way—growing, curing, and cash returns."

E. P. THOMAS
Pinewood, S. C.

LIKES COKER 140

"I planted 1.8 acres of Coker 140 and made 3336 pounds which sold for \$1828.18. I will plant it again next year."

AARON SELLERS
Baxley, Georgia

MOST MONEY

"2357 pounds per acre, \$1326.22 net per acre with Coker 140. The most money per acre I have ever made."

GILBERT PURVIS
Fitzgerald, Georgia

FEWER SUCKERS

"I like Coker 140 better than any other variety. It is easier to cure, has fewer suckers, and is very uniform."

GORDON L. WILSON
Manning, S. C.

EASIEST TO CURE

"Coker 140 cures the easiest of any tobacco I have ever grown. It produces very uniform grades."

S. H. WALLACE
Cameron, N. C.

BEST ALL-ROUND

"1971 pounds per acre with Coker 140 for an average of 61 cents per pound clear check. Coker 140 is the best all-round tobacco to grow, cure, grade, and sell I have ever had."

R. J. BORDEAUX
Elizabethtown, N. C.

THE FINEST

"I made 2100 pounds per acre with my Coker 140. I have been growing tobacco 25 years and Coker 140 is the finest I have ever grown."

J. B. FURNEY
Pavo, Georgia

EXCEEDED OTHER VARIETIES

"My Coker 140 exceeded other varieties planted by \$350 per acre. Suckers were at least two-thirds less and it was much easier to grow and cure."

M. L. MORRIS
Pinewood, S. C.

EXCELLENT TOBACCO

"I made 2000 pounds per acre and approximately \$1200 per acre with my Coker 140. By comparison with other varieties I found it an excellent tobacco and will plant it again next year."

R. D. GRAHAM
Elizabethtown, N. C.

BEST CROP EVER

"I planted 12 acres of Coker 140 and made the best crop I have ever made. I averaged 63 cents per pound for my crop."

R. L. MARSHALL
Cameron, N. C.



Dr. C. Hoyt Rogers, back to camera, discusses breeding for black shank resistance to a group of North Carolina farmers. Location of this black shank nursery is the Pete Byrd farm in Wilson County. Center row was planted to a black shank susceptible variety. Coker 139 and Coker 140, both with black shank resistance, are shown on either side of the susceptible variety which has been completely destroyed by black shank, with only a few plants still visible.

Black Shank and Granville Wilt Resistant

Before the development of black shank resistant varieties, tobacco farmers in Eastern North Carolina alone were losing approximately 12 million dollars annually from black shank infestation. Where on severely infested soils, farmers had been losing a large percentage of their crop to black shank in previous years, they found when they switched to Coker 139 in 1955 that this loss was virtually eliminated. Since it is possible that new strains of disease or combination of conditions might occur so as to affect tolerance or resistance, we cannot guarantee resistance to black shank. However, we received no report during 1955

of any serious loss to black shank in either Coker 139 or Coker 140.

In our wilt nursery near Durham, N. C., as well as in field plantings, Coker 139 has shown itself highly resistant to Granville wilt also, another major tobacco disease confined mainly to the Border and Old Belts.

Our breeders have selected some of the most severely infested soil in North Carolina, South Carolina and Virginia for use in breeding and testing for black shank and Granville wilt resistance.

BELOW—Henry Cooke, our N. C. representative, and Dr. C. H. Rogers, in our Granville wilt nursery near Durham, N. C. Note how wilt has destroyed plants of the wilt-susceptible variety planted between rows of Coker 139 and Coker 140.



LOOK FOR OUR RED HEART TRADE MARK

Genuine Coker's Pedigreed Seed are packed in this distinctive, 1 ounce, metal container featuring our Red Heart Trade Mark with our slogan, "Blood Will Tell."

Our seed are bred, grown, processed, tested and packaged at our seed breeding farms at



Hartsville, South Carolina. Each container is sealed before leaving our plant, and should not be accepted by customer if seal is broken.

Buy your Coker seed direct from Coker through one of our many seed dealers located throughout the flue-cured area.

BELOW—One of nine strains of Coker 139 in our 1955 variety-strains test. The strain shown is one of those blended to make the 1956 sales stock. Shown in photo, Robert R. Coker, our company president.



SUGGESTIONS AND RECOMMENDATIONS

For Growing Coker 139 And Coker 140 Tobaccos

GENERAL CONSIDERATIONS

There have been some reports that the Coker 139 variety produced a somewhat bright leaf. In working with our variety test tobaccos, which included 28 commonly grown tobaccos and new strains, we found that the unusual high rainfall was conducive to production of a somewhat brighter leaf than is ordinarily obtained under average growing conditions. As a matter of fact, there were some other commonly grown varieties that produced as much or even more bright leaf than did Coker 139 or Coker 140. We found this to hold true in surveys made during the marketing season, especially in the Border Belt, where we collected data on warehouse floors as well as from growers themselves. It is unlikely that we will have such a season over the entire flue-cured district for years to come. Should such conditions occur and if the grower plants these varieties and wants a somewhat darker and heavier bodied leaf, some of the following suggestions might be incorporated in his tobacco program.

FERTILIZATION

Due to the fact that these varieties are adapted to a wide range of growing conditions and have exceptionally good feed habits, slightly heavier fertilizer applications could be made, especially since high yields are to be expected. Some of our best quality and yield have been made with about 1500 pounds per acre of a 3-9-9 fertilizer or equivalent. Supplemental potash can be added in reasonable amounts.

SPACING

Since the leaves grow close on the stalk, a better quality leaf should be produced where rows are fairly wide

apart. We grow our tobacco in rows 4½ feet wide and about 18 inches between hills in the row. This wider row provides better sunlight and air for the crop. The leaves do not break readily and therefore the plants can be spaced fairly close in the drill. Somewhat different practices may be followed in different areas, depending on how tall tobacco ordinarily grows.

TOPPING

If a heavier bodied leaf should be desired, a grower might top part of his tobacco a little lower, that is, instead of leaving 26 to 30 leaves he might top at about 22 to 25 leaves. Topping will have little affect, however, on the first primings since because of rather late blooming habits an average of one to three harvestings will be made before topping is necessary.

HARVESTING, CURING, AND STORAGE

To insure good color and highest quality, the tobacco should be left in the field regardless of variety until fully ripe. It is recommended that Coker 139 or Coker 140 leaves be removed after full development and when they are well ripened on the stalk.

In curing, temperatures in the curing barn, especially during the leaf and stem drying stages, can be advanced 5 to 10 degrees higher and usually produce a darker color if it is desired. The tobacco can also be bulked in the pack house in moderately good order and usually result in a darker shade where desirable. It is ordinarily good practice to bulk cured leaf down in proper order for about two weeks or more before grading and marketing.



1. Two chartered plane loads from Winston Salem, N. C., headed by S. R. Mitchiner, County Agent, arrive to visit our Hartsville farms; 2. A few of the many who visited our 1955 Variety and Strains Test; 3. Young farmers, vocational agriculture boys see for themselves; 4. Field Day at one of our demonstration plantings in North Carolina; 5. Three chartered bus loads from Franklin County, N. C., headed by C. T. Dean, Jr., County Agent, come to learn more about Coker 139.

MANY GROWERS VISIT OUR BREEDING NURSERIES

The unprecedented interest in the development and performance of Coker 139 has brought thousands of visitors to our breeding nurseries. They include growers, warehousemen, manufacturers, college and Extension personnel, vocational agriculture teachers, Experiment Station workers, and many others. Some of them are shown on this page.



N. M. Riggs of Clarendon County, South Carolina, stands in his 1955 crop of Golden Cure from which he made more than 2,000 pounds per acre.

Coker's Pedigreed **GOLDEN CURE** 1955 Breeder's Registered Seed

Golden Cure, developed by Coker's Pedigreed Seed Company and released three years ago, has been outstanding in its performance across the entire bright tobacco area. Unsolicited reports indicate that growers have been high in their praise regarding the high yields, ease of curing, and total dollar returns per acre.

This tobacco was developed from a cross of Ducane, an old flue-cured variety grown in Canada and the Old Belt of North Carolina, and a USDA introduction from South America called T. I. 706. Selected plants were back-crossed twice to the Ducane parent to improve quality and yield. Plants resulting from these series of crosses have been reselected and inbred on heavily infested nematode soil, both in the field and greenhouse, for eight generations. The 706 carries some resistance to root infesting nematodes. Golden Cure, therefore, has some resistance to these parasites causing root knot and other troubles.

DESCRIPTION

Weight—Extra high yield of top quality tobacco.

Curing—All primings very easy to cure to a rich lemon color.

Leaf—Medium broad leaf averaging 20 to 22 inches long and 10 to 12 inches wide. Spaced medium close on the stalk, this spacing being uniform from bottom to top of stalk.

Stalk—Medium sized stalk with good root system giving high storm resistance.

Texture—Very good medium type.

Disease Resistance—Moderate resistance to nematode and shank; high resistance to leaf spot; not resistant to black shank.

Uniformity—Very uniform in growth habits.

Adaptability—Grows well on all soil types throughout the flue-cured belt and better than most broad leaf varieties on the heavier type soils.

PRICE: \$3.00 per ounce, postpaid.

Coker's Pedigreed **GOLDEN WILT** 1955 Breeder's Registered Seed

Coker's Golden Wilt is resistant to Granville wilt and has also shown good resistance to fusarium wilt which is spreading rather rapidly, especially throughout the border belt in both Carolinas. In addition to resistance to these diseases, it also carries some factors for mosaic resistance and comparatively high nematode resistance. The leaf cures to a rich lemon or orange color, is of good crepe-like texture, medium bodied, and is a desirable cigarette type. In our variety tests for the past five years, this tobacco has been one of the top producers in pounds and dollars per acre.

DESCRIPTION

Weight—Golden Wilt has been one of the top producers on both diseased and non-diseased soils.

Curing—The ripe leaf cures to a rich lemon of excellent quality and texture.

Stalk—Medium in size with good storm resistance.

Leaf—A comparatively broad leaf with a rather blunt tip, puckered between veins, smoothing out somewhat at time of ripening. Chemical analyses made by leading cigarette companies have shown this tobacco to be desirable cigarette type.

Disease Resistance—High resistance to Granville and fusarium wilts. High tolerance to nematodes. **GOLDEN WILT IS NOT RESISTANT TO BLACK SHANK.**

Adaptability—Adapted to all soil types throughout the tobacco belt with the exception of extremely heavy types.

PRICE: \$3.00 per ounce, postpaid.

CERTIFIED VARIETIES

Certified

VIRGINIA-21

Virginia-21, a new variety, bred and released by the Tobacco Research Station, Chatham, Virginia, is the result of a cross between Virginia Gold and Yellow Special-A. For the past two seasons this new Root Rot Resistant Variety has produced on the Chatham Station high yields of fine quality tobacco. Its average price per pound as well as acre values have been higher than Virginia Gold. It produces broad and long leaves well spaced on the stalk and cures, when ripe, with ease to a beautiful color and texture.

PRICE: \$2.00 per ounce, postpaid.

Certified

BROADLEAF HICKS

Coker's Broadleaf Hicks is a selection made by our breeders out of the standard broadleaf variety. We have found this selection to be superior in quality and yield to the standard line.

The long, medium broad leaves cure to a bright lemon color. This variety has grown in popularity in certain parts of the North and South Carolina flue-cured areas, and our work with this tobacco has been directed towards giving these growers the best selection possible in this variety.

Coker's Broadleaf Hicks is uniform in all growth characteristics, has a medium size, stiff stalk, and is adapted to practically all soil types throughout the flue-cured belt.

PRICE: \$2.00 per ounce, postpaid.

NOTES OF IMPORTANCE ON GROWING COKER'S GOLDEN WILT

1. Care should be exercised not to over fertilize this variety. On heavier soils excessive rates of fertilization tend to cause this variety to grow too large and produce a lower quality tobacco than it normally should. The leaves should always be primed when they have a yellow or ripened appearance in the field. In curing this variety we find that it ordinarily takes from 12 to 18 hours less than other varieties. Golden Wilt colors rapidly and we find that it is not necessary to run at the coloring temperature as long as is normal with other tobaccos. In planting this variety we recommend that your acreage be large enough so that you can cure it separately from the rest of your crop if you are growing other tobaccos. Golden Wilt does not cure well with most of the standard types as it colors very rapidly and cures more quickly than average.

2. Although this variety was bred and grown on Granville and Fusarium wilt infested soils and has proved to have high resistance under all growing conditions experienced thus far, it is possible that variations might occur in these disease producing organisms which would possibly result in an infection causing some plants to die. Climatic and soil conditions, including the presence of parasitic nematodes, often tend to aggravate these diseases and are sometimes responsible for this trouble. It is known that new races or strains of disease organisms develop from time to time, and it is possible that a new strain may occur without our knowledge.

3. Golden Wilt is NOT resistant to black shank.



One of our Hartsville tobacco nurseries, showing bagged heads selected for further breeding. In photo, Dr. C. H. Rogers.

Certified

DIXIE BRIGHT 101

(Resistant to Black Shank)

This variety has moderate resistance to Granville wilt. It was bred and introduced by the North Carolina Agricultural Experiment Station, and is recommended by this Station for planting where a rotation is being followed to help reduce severity of black shank, or where a combination of mild black shank and high Granville wilt resistance is needed. Dixie Bright 101 grows tall with leaves spaced medium wide on the stalk. The leaves grow with a yellowish cast and care should be taken to see that they are fully ripe before harvesting. It should be spaced 18 to 20 inches in the drill rows about four feet apart for best yield. It appears that Dixie Bright 101 is adapted to a wide range of soil types in the new, middle, and old belts of North Carolina.

PRICE: \$2.00 per ounce, postpaid.

10 REASONS WHY IT PAYS TO BUY COKER TOBACCO SEED IN THE RED HEART PACKAGE

1. Our 1956 strains are grown from outstanding, individually bagged plants selected on the basis of disease resistance, performance, profit per acre, and manufacturing quality.

2. The investment for pedigreed seed at \$5.00 per ounce grown by Coker's Pedigreed Seed Co. is only fifty cents to one dollar per acre more than farm grown seed of Coker varieties one or more years from breeder which are being produced and sold by others. According to South Carolina Extension Circular No. 394, crops of tobacco grown from seed DIRECT FROM BREEDER showed an increased value of more than TEN PERCENT over farm grown seed which were one or more years from breeder. (See table below.)

3. Your seed will be of the newest, improved, pedigreed strain which our extensive, scientific breeding program for better tobaccos is constantly developing.

4. You receive the benefit of the experience and "know-how" of highly trained and skilled scientists who supervise every step of seed production and processing from plant bed to packaged product.

5. You have the assurance of the maintenance and improvement of disease resistance because the selected plants from which our new seed stocks are grown have proved their resistance on heavily diseased soils.

6. Your seed are processed and cleaned on the most modern equipment, treated against plant bed diseases, tested for germination, and packaged in convenient metal containers which are resistant to insect and rodent damage.

7. You are supporting and helping assure the continuation of a tobacco breeding program which has resulted in varieties that have contributed, in 1955 alone, many millions of extra dollars to farmers who planted them.

8. We are certain that you will agree that no one is as well qualified to produce pure bred seed of a variety as the seed breeding firm which bred and developed that variety, and no one is in better position to maintain trueness to type as developed and set by the breeder.

9. If you have profited in the past by using Coker pedigreed tobacco seed in the Red Heart package, why take a chance with seed of unknown quality and origin?

10. They are produced by an organization with a reputation of more than 50 years of scientific plant breeding and of producing quality seed.

Effect of Source of Seed on Yield, Value, and Quality

SOURCE OF SEED	Total acres	Yield per acre (lbs.)	Value per acre (dollars)	Price per pound (cents)
Direct from breeder	2,596.2	1,510	\$829.24	54.9
Farm-grown	988.1	1,419	731.94	51.6

How breeder's seed pays is shown in the 5-year average results of the Darlington County, S. C., Tobacco Contest sponsored by the Darlington County Farm Bureau in cooperation with the Clemson College Extension Service. The table above, from South Carolina Extension Service Circular No. 394, shows higher yield, quality and money value by contestants who planted seed direct from the breeder. Breeder grown seed produced \$87.30 more per acre.

A section of one of our tobacco breeding nurseries where thousands of plants are selected and bagged each year in our program of breeding better and more disease resistant cigarette tobaccos.



TERMS AND CONDITIONS

RED HEART TRADE MARK ON ALL PACKAGES OF GENUINE COKER'S PEDIGREED TOBACCO SEED

Our own pedigreed varieties of Coker's pedigreed tobacco seed are packed in attractive, one ounce metal containers bearing our registered Red Heart Trade Mark, and the words "COKER'S PEDIGREED TOBACCO SEED." Each container is sealed before leaving our plant and should not be accepted by customer if seal is broken. Protect yourself by insisting upon having only seed bearing our registered Trade Mark and official seal.

OUR RESPONSIBILITY

Our tobacco seed are carefully tested for germination and purity before shipment. Every ounce container is sealed with label on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they

have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality.

In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed. Our liability is limited to purchase price of seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL grown, processed, tested and stored under our personal supervision and control.

Tobacco warehousemen from North and South Carolina are shown here pausing long enough for a photograph while visiting our tobacco nurseries in Hartsville in July 1955.



COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

HARTSVILLE, S.C.

**COKER'S
TOBACCO SEED
CATALOGUE**

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LISTING NEW IMPROVED STRAIN
OF COKER 139 TOBACCO

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